

RaboDirect.ie

Online Brand Guideline 2011



Introduction

This style guide provides a set of guidelines that reflect how the brand should look, speak and behave online. There are some hard and fast rules with some elements of the brand, which we explain in detail within the guide.

Please use this style guide to give you direction on the style of the brand and its brand clues and how they relate to the online space.

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Section 1

Online Branding

Logo

Colours

Language

Typography

Photography

Iconography

● Online Branding

Logo

A web friendly version of the logo should appear in the header across all pages on RaboDirect.ie

The colour scheme used across RaboDirect.ie pages has been derived from the logo and should be used accordingly. Refer to page 6.



● Online Branding

Colours

The colours you see on this page are used consistently throughout the site.

Orange can be used as a highlight colour in a number of ways such as:

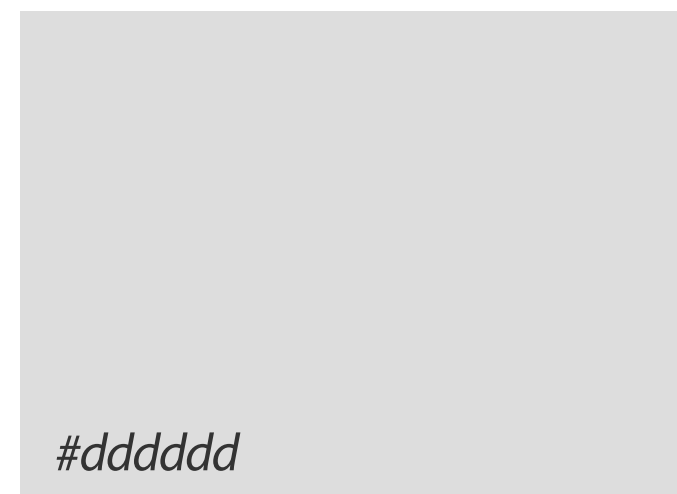
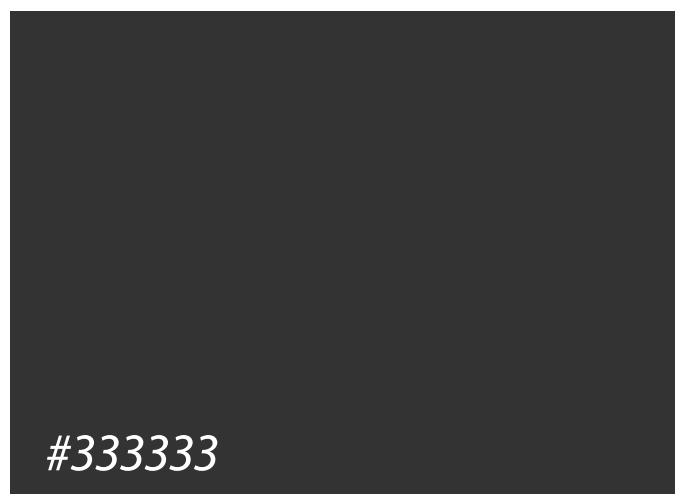
- A highlight colour for the main navigation menu.
- A primary colour for buttons.

Blue can be used in the following ways:

- To indicate a primary heading
- To represent an internal text link.

Grey highlights may be used in the following ways:

- To help contrast from white, blue and orange.
- Gradients from dark to light grey are used for table headers, borders and separating lines.



● *Online Branding*

Language

RaboDirect always strives to be informative, enlightening and to the point.

Never verbose, complicated or misleading.
Our objective is to deliver the facts and figures as simply as possible.

So our communications should reflect this.
RaboDirect has an engaging tone and uses warm inclusive humour to create conversations with customers old and new.

● Online Branding

Typography

For a strong, consistent look, simple rules exist when it comes to the use of typography. For example:

- Myriad Pro and Verdana are the only font families that are to be used on the RaboDirect.ie public site.
- In the instance of promotional messages or graphics, Myriad Pro Semibold italic are to be used.
- Verdana should always be used for HTML and content text.

Myriad Pro Semibold Italic

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%^&*()_+

Verdana Regular

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%^&*()_+

Verdana Bold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%^&*()_+

● Online Branding

Typography · Hierarchy

An example of hierarchical typography in execution.

Verdana Bold
 #001A99
 25px

Page heading

Verdana Bold
 #001A99
 16px

Heading

Verdana Regular
 #001A99 or #111111
 25px

Sub heading Sub heading

Verdana Regular
 #001A99
 25px

Content copy Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus placerat faucibus libero non egestas. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam et tortor erat. Ut eu lectus mi, eu vulputate magna. Nullam pharetra, urna a rutrum gravida, sem sapien ullamcorper enim, nec placerat nulla odio scelerisque est. Pellentesque massa massa, fermentum non convallis non, fermentum pretium dolor. Duis pretium lectus in ipsum sagittis vitae porta risus feugiat. In hac habitasse platea dictumst. Donec auctor pharetra diam in aliquet. Quisque ut nisi vel nunc consectetur aliquet eu vitae odio. In hac habitasse platea dictumst. Aliquam porttitor vestibulum cursus.

● *Online Branding*

Photography

When using photography the images chosen should reflect RaboDirect's brand position as a tangible and accessible bank.

If people are used in photographic images they should always be the focus of an image and not the background.

As images are often overlayed with text, a generous amount of negative space should always be taken into account when providing or using images.



● *Online Branding*

Iconography

On this page you will find a collection of common icons used throughout the site.



Security



Read more



Investment



Back



eZine



More



Money Mover



Close



RSS



Error



Facebook



Notification



Twitter



Search

Section 2

Website Elements

Website Layout

Templates

Header

Footer

Main Navigation

Right Panel

A-Feature

Content Panel

Breadcrumbs

Buttons & Links

Tables

Forms

Graphs

Accordions

Website Elements

Website Layout

The site has been designed for a minimum resolution of 1024 x 768 with a fixed width of 940px centered.

All templates across the homepage and subpages must consist of the following elements.

- Header
- Right Panel
- Content Panel
- Main Navigation
- Footer

There should be a gutter of 20px between all elements.



16 Column Grid

Main Navigation
160px width
Variable height

Header
940x110px

A-Feature
760px width
Variable height

Right Panel
220px width
Variable height

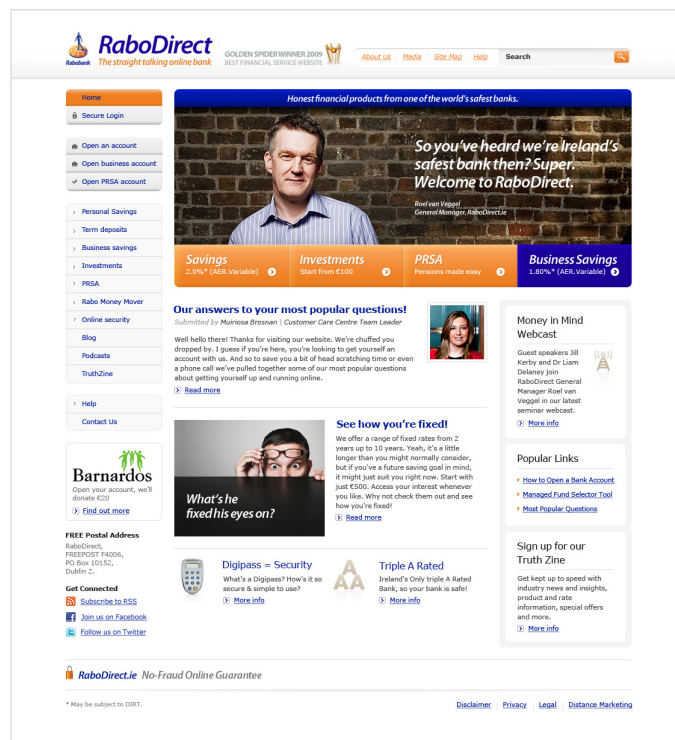
Content Panel
520px width
Variable height

Footer
940x85px

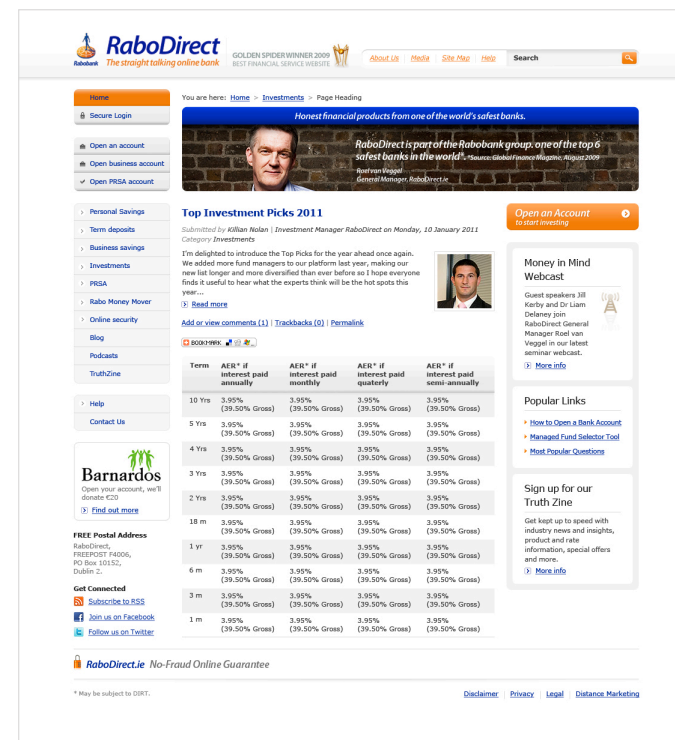
Website Structure

Website Elements Templates

Examples of page layouts.



Home Page



Subpage

● Website Elements

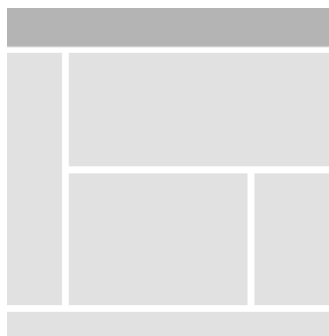
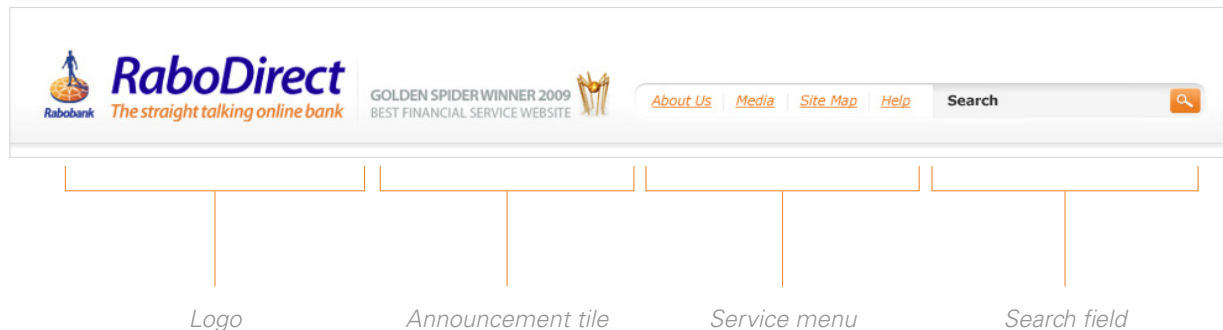
Header

The header must contain the following elements:

- RaboDirect Logo
- Service Menu
- Search Field
- Announcement Title

The content of the header is flexible however the layout of elements cannot be altered in any way.

It's important to note that the gradient background should be repeated in the header across all pages.

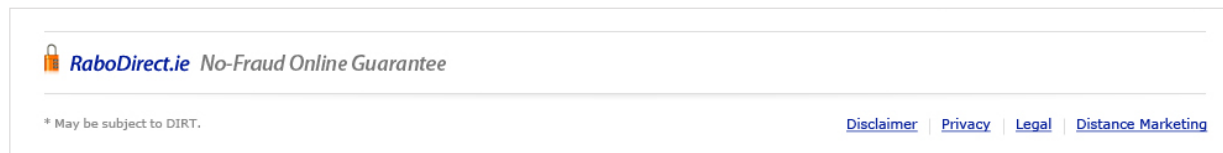


● Website Elements

Footer

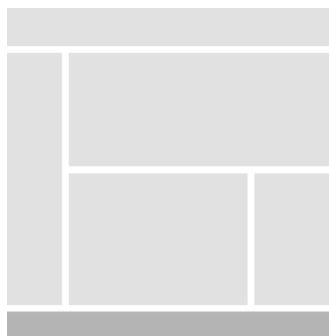
A footer should be used to include copyright and disclaimer, legal links and content.

- A footer should always extend horizontally to the full 940px width of the website.
- Content must never extend on, or below the footer.
- A footer must always be placed on the bottom of the page.
- A 20px clearance should be maintained above the footer at all times.



Disclaimer

Links

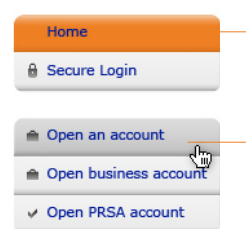


Website Elements

Main Navigation

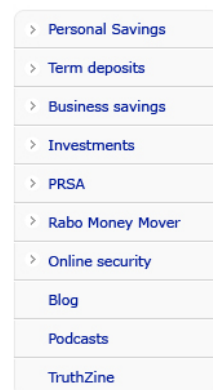
Main Navigation appears on all pages across the site.

- The maximum width for this Main Navigation must not exceed 160px.
- Distance between navigation sections should always be 20px.
- The adjoining diagram gives a detailed explanation of the four levels of interaction within the Main Navigation.
- The height of each item is 30px.

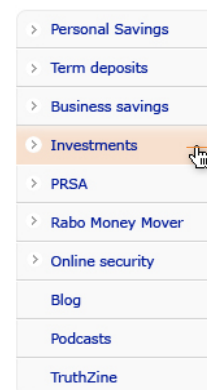
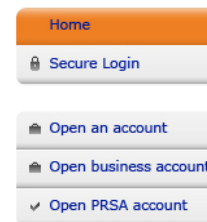


Level 1 item active state

Level 1A item rollover state

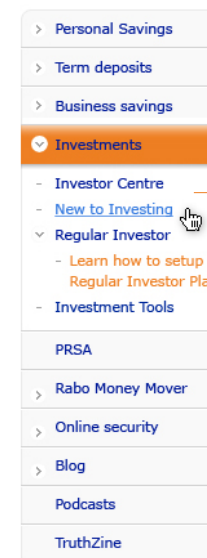
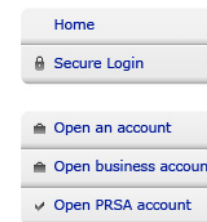


Static navigation with 'Home' active and mouse rollover on 'Open an account'



Level 1B item rollover state

Static navigation with 'Home' active and mouse rollover on 'Investment'



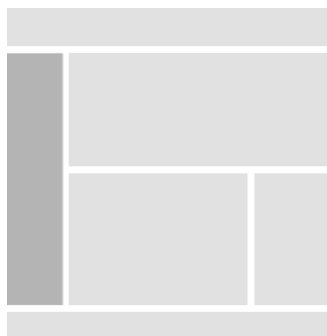
Level 1 item active state
Arrow points down

Level 2 item rollover state
#5e8bcf

Level 3 item active
#ee7f22

8px radius rounded corner

Static navigation with 'Investments > Learn how to setup...' active and mouse rollover on New to investing



Level 1A

Rollover background



Level 1B

Rollover background



Level 1

Active background

Website Elements

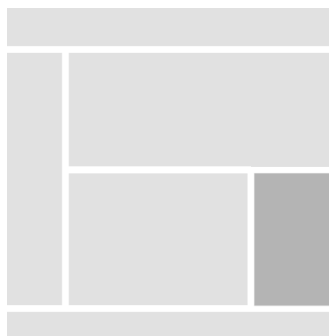
Right Panel

Right Panels are used across the site to display secondary content on active pages. Content found in the Right Panels may include cross-promotional messages and related/popular links. The maximum width is 220px.

Styles and colours are kept to a minimum to ensure minimal distraction in regards to primary content.

White content boxes have rounded corners of 6px radius.

Grey container have rounded corners of 8px radius.



Money in Mind Webcast

Guest speakers Jill Kerby and Dr Liam Delaney join RaboDirect General Manager Roel van Veggel in our latest seminar webcast.

[More info](#)

Verdana 16px
#222222
21px Line-Height

Icon left margin 5px

20px

Popular Links

- [How to Open a Bank Account](#)
- [Managed Fund Selector Tool](#)
- [Most Popular Questions](#)

Seperator
1px #ddddd

Verdana 11px
#001a99
24px Margin-Bottom

20px

Sign up for our Truth Zine

Get kept up to speed with industry news and insights, product and rate information, special offers and more.

[More info](#)

10px
10px

Verdana 11px
#444444
16px Line-Height

Website Elements

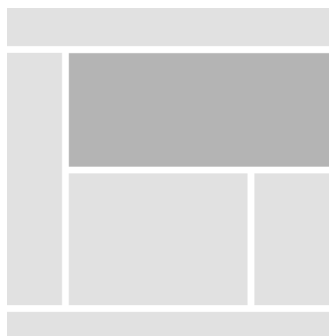
A-Feature

An A-Feature contains an introduction to relevant pages.

Elements housed within an A-Feature may include interactive Flash animations.



Home page A-Feature 760x330px with 8px Radius rounded corner

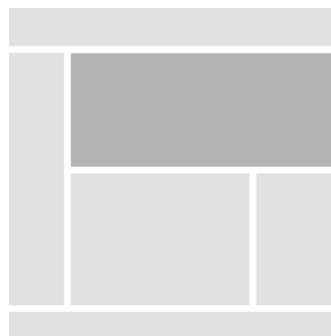
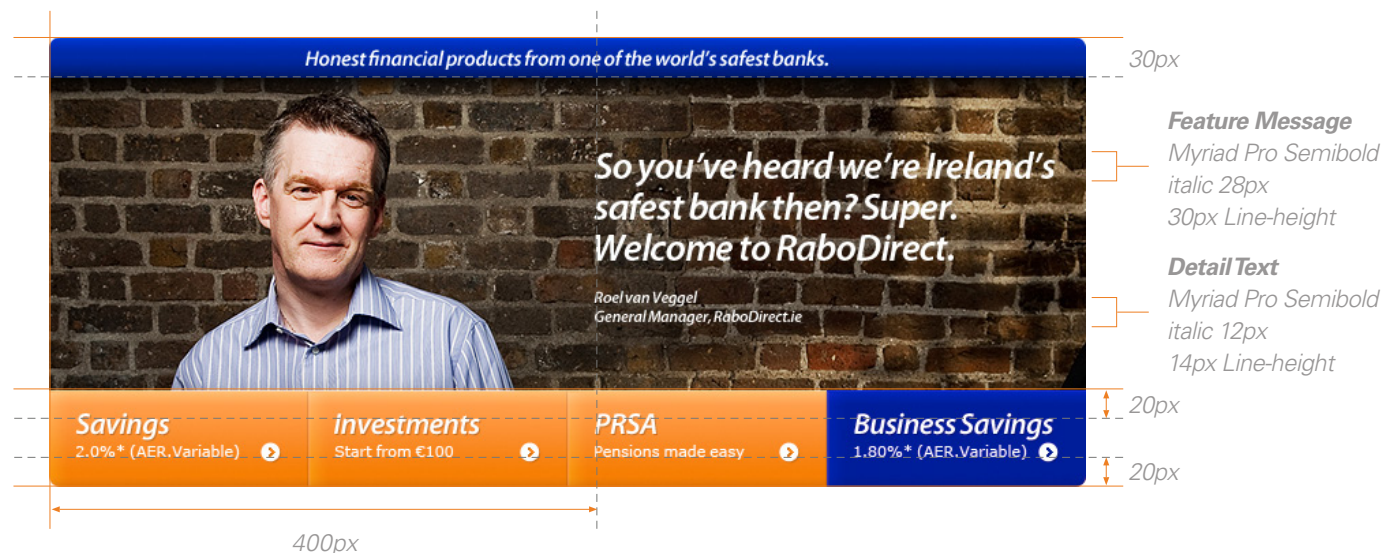


Internal page A-Features

● Website Elements

A-Feature · Homepage

Example of the correct appearance, spacing and layout of the Homepage A-Feature.

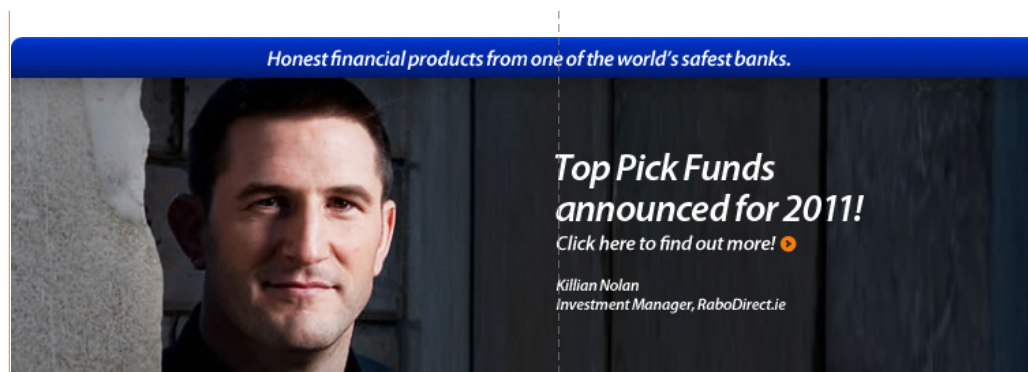
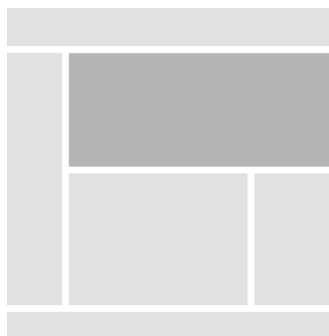


Panel rollover states

● Website Elements

A-Feature · Subpage

Examples of the correct appearance, spacing and layout of subpage A-Features.



760x250px with 8px
Radius rounded top corner
square bottom corners



760x250px with 8px
Radius rounded corner



760x140px with 8px
Radius rounded corner

Feature Message
Myriad Pro Semibold
italic 18px
20px Line-height

Website Elements

Content Panel

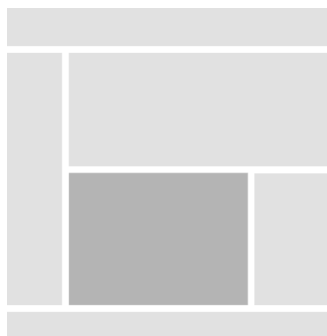
A Content Panel contains the primary content within particular sections.

This may include anything from tables, content call out snippets, forms, blogs, news posts, etc.

This panel will give you the most freedom in adapting messages and copy.

Width of the content panel is 520px.

Sections within a Content Panel must be separated with a 20px margin above and below.



Why invest with RaboDirect?

We've taken out all the tricky stuff to make investing nice and easy. Say goodbye to offer bid spreads, policy fees and lock ins. Say hello to:

- ▶ **57 funds from 9 of the World's top Investment Managers**
- ▶ **A minimum investment amount of just €100**
- ▶ **Some of the lowest entry and exit fees in Ireland, and**
- ▶ **Lots of free, independent information**

[Open an account](#)

Top Investment Picks 2011

Submitted by *Killian Nolan* | Investment Manager RaboDirect on Monday, 10 January 2011
 Category *Investments*

I'm delighted to introduce the Top Picks for the year ahead once again. We added more fund managers to our platform last year, making our new list longer and more diversified than ever before so I hope everyone finds it useful to hear what the experts think will be the hot spots this year...

[Read more](#)

[Add or view comments \(1\)](#) | [Trackbacks \(0\)](#) | [Permalink](#)

BOOKMARK



What type of investor are you?

Need a little help working out your investment goals or how much risk is right for you?

[More info](#)



Which funds match my profile?

Once you've cracked which type of investor you are we can help you work out which funds match your risk appetite.

[More info](#)



Top Picks of 2011

Could our fund manager's Top Picks for 2011 work for you?

[More info](#)



Regular Investing

Don't fancy investing in lump sums? That's okay, you can invest small amounts on a regular basis too.

[More info](#)

Intro Section

Example blog post

Content Call out snippets

2 column at 260px wide each

● Website Elements

Breadcrumbs

Breadcrumbs is a navigation aid that gives users a way to keep track of their locations within the website.

Breadcrumbs appear horizontally across the top of a subpage, above an A-feature.

You are here: [Home](#) > [Section Page](#) > Current Page



Link

Verdana 11px
#001a99



Arrow

Verdana 11px
#999999



Section Title

Verdana 11px
#444444

Website Elements

Buttons & Links

There are 2 main types of buttons used across the site.

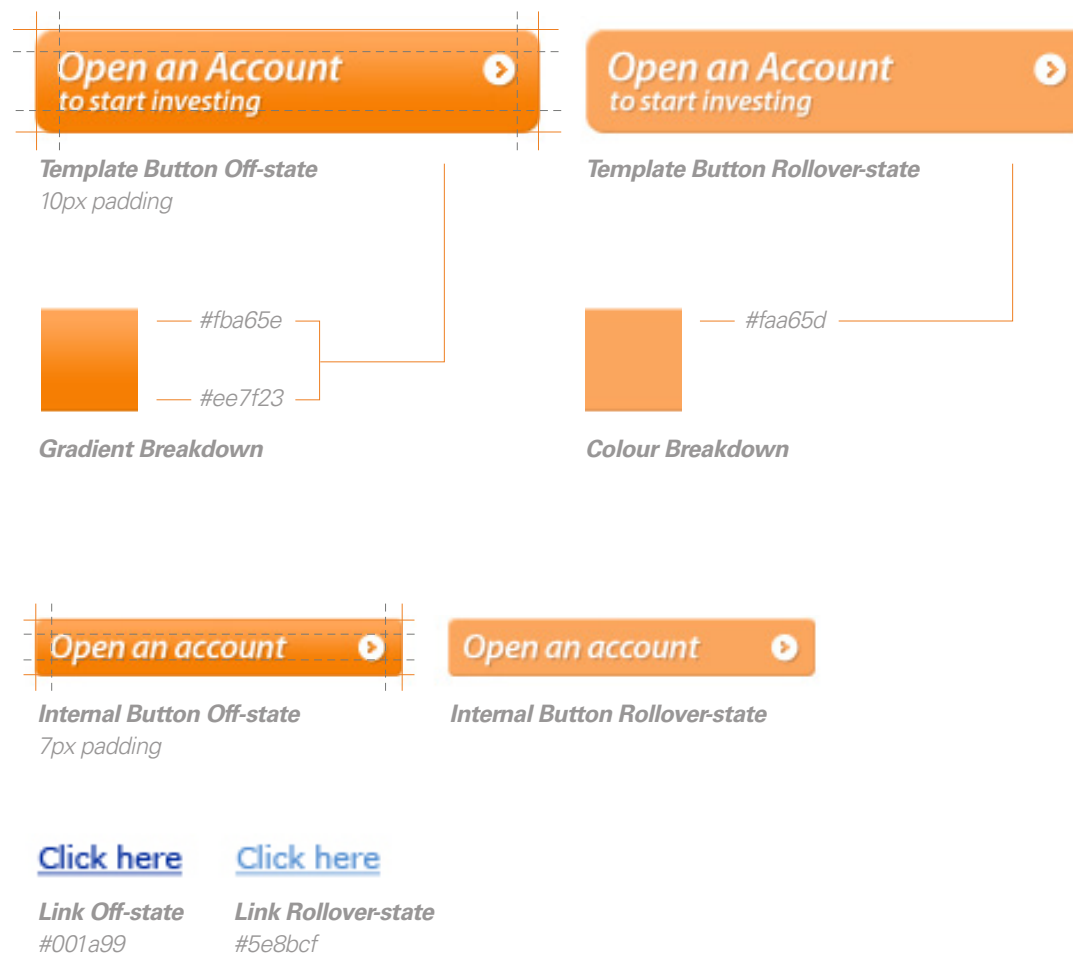
Template Buttons

A template button exists outside of the content panel and acts as the main call to action on a page.

Internal Buttons

An internal button is a regular button that can be used between content, forms and messages.

Each button has and should be set up as an image to keep complexity to a minimum while ensuring visual standards are consistently met. Please refer to the examples on this page regarding Buttons, Links and Rollover behaviours.



Website Elements

Tables

Each row within a table should have a minimum cell padding of 5px.

Alternating row colours are mandatory.

Content and labels within a table should always be top-right aligned.

A table should always end with a pixel line of #ddddd.

Please refer to the example shown to see proper spacing between elements.

Please note that the example shown here contains rows with a 40px height value.

Term	AER* if interest paid annually	AER* if interest paid monthly	AER* if interest paid quarterly	AER* if interest paid semi-annually
10 Yrs	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)
5 Yrs	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)
4 Yrs	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)
3 Yrs	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)
2 Yrs	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)
18 m	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)
1 yr	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)
6 m	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)
3 m	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)
1 m	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)	3.95% (39.50% Gross)

Labels

Verdana Bold 11px
#444444
14px line-height

Content

Verdana 11px
#444444
14px line-height

Row colour

#f4f4f4



Table header gradient

● Website Elements

Forms

Each row with a standard input-field such as name/email address must adhere to the 30px height dimensions as shown in the adjoining example.

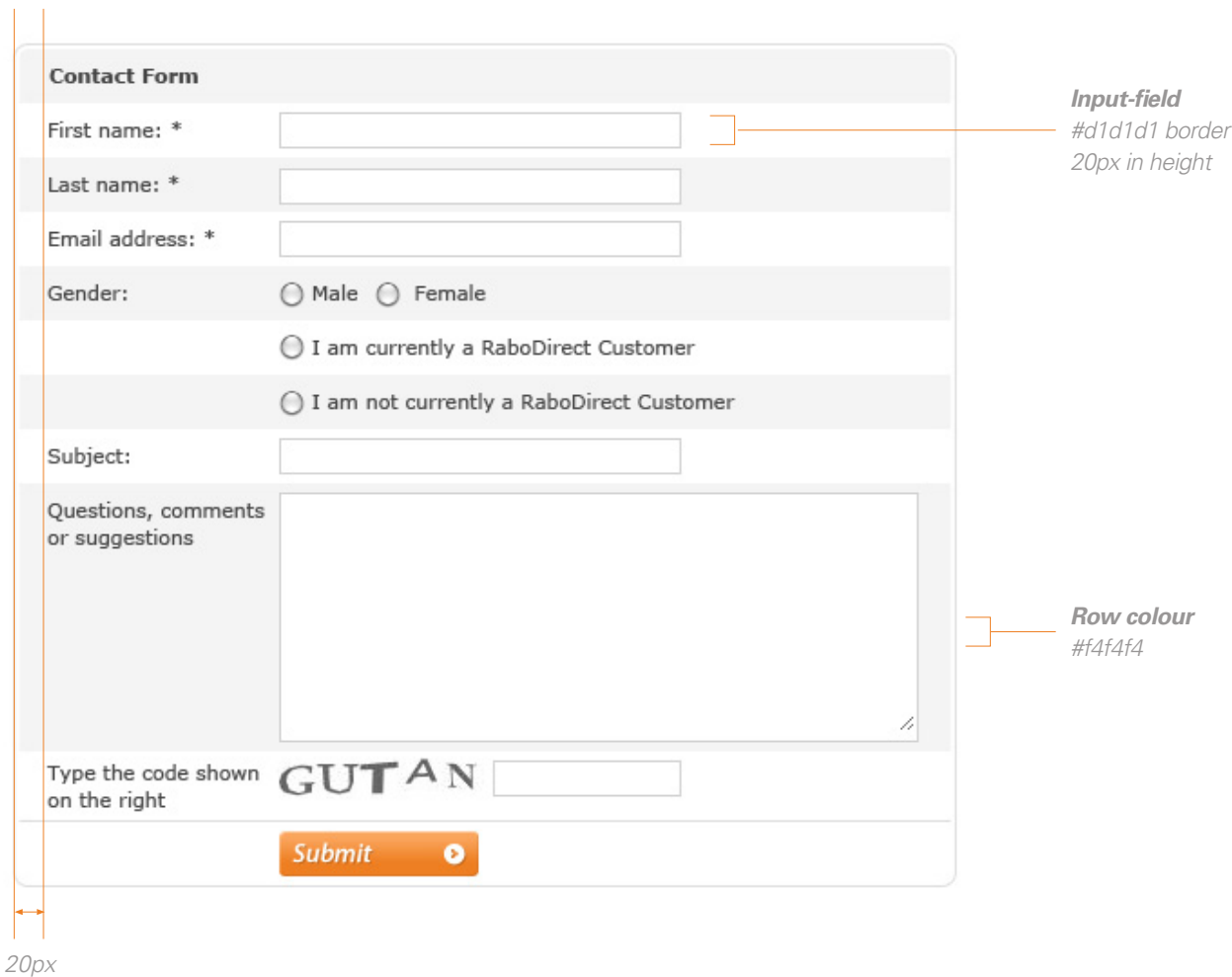
Each row with a standard-input field must also have a padding of 5px top and bottom.

Rows that are not standard, such as rows that house a questions and comments field, may be greater than 30px but must still retain a padding of 5px top and bottom.

Every second row should have a contrasting background to the row prior in order for users to identify a clear separation between fields.

Forms should always appear within a table.

This table should have rounded corners with an 8px radius.



Contact Form

First name: *

Last name: *

Email address: *

Gender: ☐ Male ☐ Female

☐ I am currently a RaboDirect Customer

☐ I am not currently a RaboDirect Customer

Subject:

Questions, comments or suggestions

Type the code shown on the right **GUTAN**

Submit

Input-field
#d1d1d1 border
20px in height

Row colour
#f4f4f4

20px

Website Elements

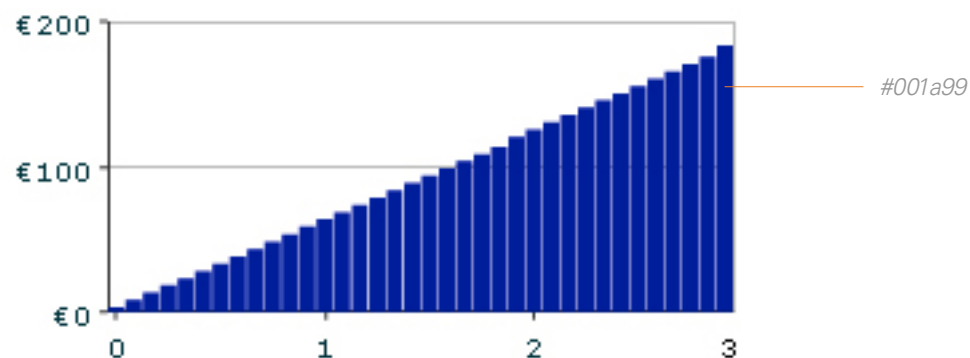
Graphs

Graphs used across the site must be bold, clear and easy to interpret.

Simple brand colours should always be used to represent data within a graph.



Example from the RaboDirect Secure site



Example from the RaboDirect Savings calculator

Website Elements

Accordions

Accordions are useful in regards to organising and displaying information.

Accordions also provide a practical approach in providing user-friendly access to larger sections of content.

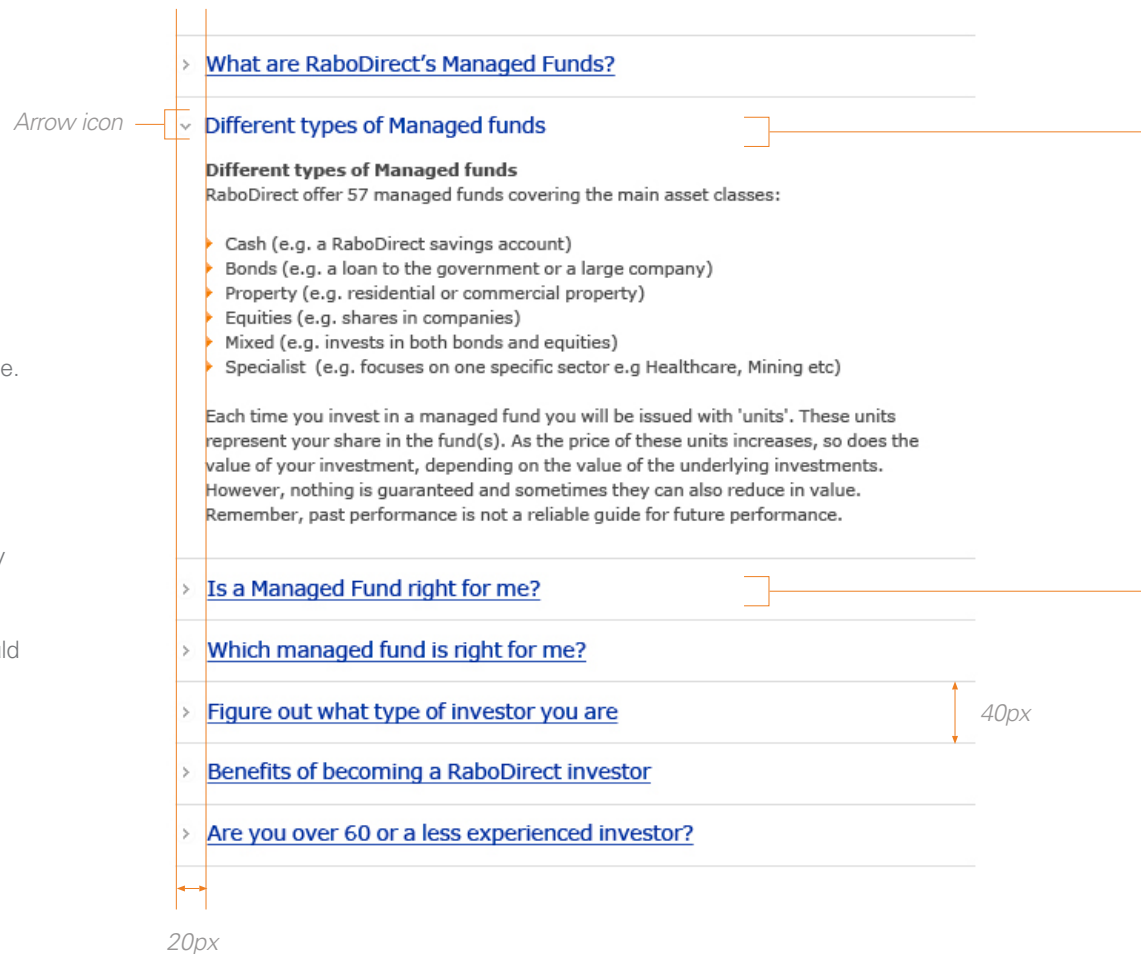
Accordion panels should only open vertically.

Panels should only ever open one at a time.

An arrow icon should always point down when a panel is opened.

When an Accordion panel is opened the previous panel should always immediately collapse.

Sections within the Accordion menu should be separated by a 1px line with a colour value of #ddddd.





Section 3

Miscellaneous

Notification Messaging

Error Messaging

Promotional Tiles & News Handling

Print Page

● Miscellaneous


Notification Messaging

Notification messages are displayed throughout the site.

These messages must have a minimum padding of 7px.

Icon must be top-right aligned when text content is vertically centered.

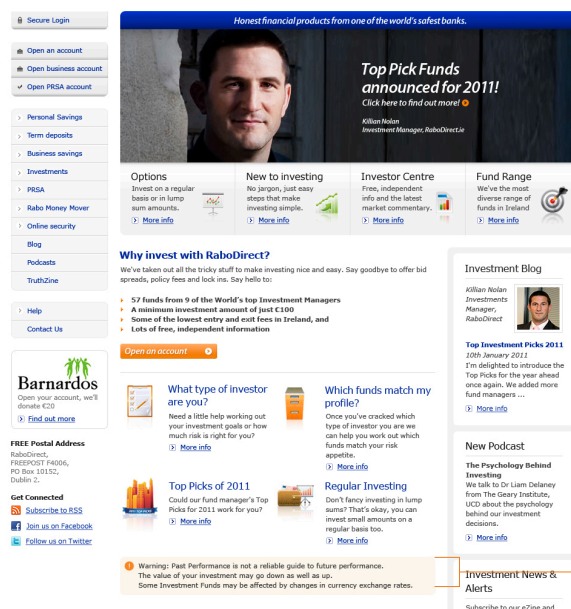
The coloured panel is made up of #bf6600 and should come with 8px rounded corners.



Warning: Past Performance is not a reliable guide to future performance.
The value of your investment may go down as well as up.
Some Investment Funds may be affected by changes in currency exchange rates.

Notification Icon

Notification Content



Secure Login

- Open an account
- Open business account
- Open PRSA account
- Personal Savings
- Term deposits
- Business savings
- Investments
- PRSA
- Rabo Money Mover
- Online security
- Blog
- Podcasts
- TruthZone
- Help
- Contact Us

Barnardos
Open your account, we'll donate €20
[Find out more](#)

FREE Postal Address
RaboDirect, FREEPOST F4006, PO Box 10132, Dublin 2.

Get Connected
[Subscribe to RSS](#)
[Join us on Facebook](#)
[Follow us on Twitter](#)

Honest financial products from one of the world's safest banks.

Top Pick Funds announced for 2011!
Click here to find out more!

Killian Nolan
Investment Manager, RaboDirect.ie

Options
Invest on a regular basis or in lump sum amounts.
[More info](#)

New to investing
No jargon, just easy steps that make investing simple.
[More info](#)

Investor Centre
Free, independent info and the latest market commentary.
[More info](#)

Fund Range
We've the most diverse range of funds in Ireland.
[More info](#)

Why invest with RaboDirect?
We've taken out all the tricky stuff to make investing nice and easy. Say goodbye to offer bid spreads, policy fees and lock-ins. Say hello to:

- 57 funds from 9 of the World's top Investment Managers
- A minimum investment amount of just €100
- Some of the lowest entry and exit fees in Ireland, and
- Lots of free, independent information

[Open an account](#)

What type of investor are you?
Need a little help working out your investment goals or how much risk is right for you?
[More info](#)

Which funds match my profile?
Once you've cracked which type of investor you are we can help you work out which funds match your risk appetite.
[More info](#)

Top Picks of 2011
Could our fund manager's Top Picks for 2011 work for you?
[More info](#)

Regular Investing
Don't fancy investing in lump sums? That's okay, you can invest small amounts on a regular basis too.
[More info](#)

Investment Blog
Killian Nolan
Investments Manager, RaboDirect

Top Investment Picks 2011
20th January 2011
I'm delighted to introduce the Top Picks for the year ahead once again. We added more fund managers...

New Podcast
The Psychology Behind Investing
We talk to Dr Liam Delaney from The Geary Institute, UCD about the psychology behind our investment decisions.
[More info](#)

Investment News & Alerts
Subscribe to our eZine and

Example of the placement

● Miscellaneous

Error Messaging

Error messages are displayed within a form when the submitted data is invalid.

These messages appear directly below a field, expanding the inherited row colour.

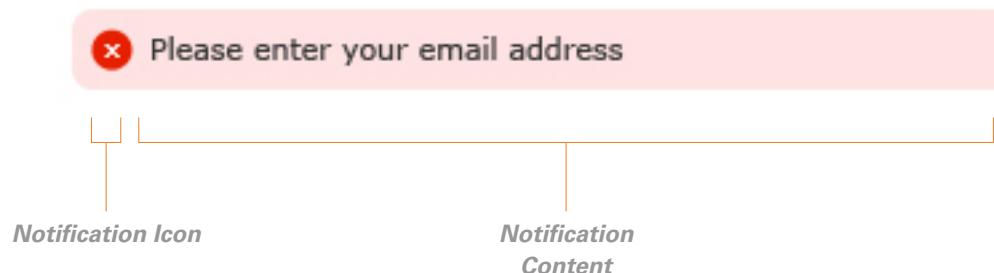
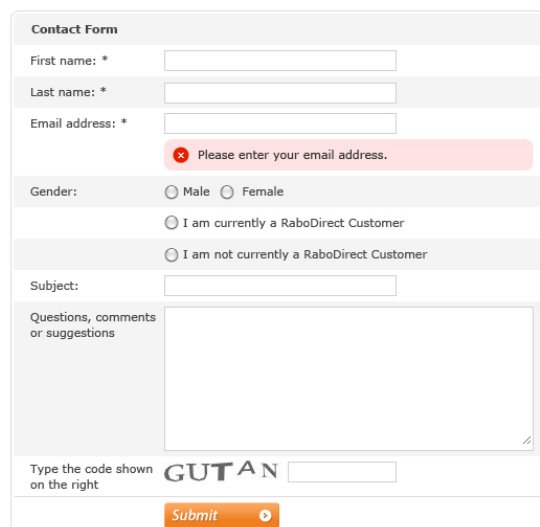
A minimum padding of 7px must be applied.

Icon should be top-right aligned where text content is vertically centered.

A margin of 5px must be applied to the top and bottom of message.

The coloured panel is made up of #fce3e3 and should have rounded corners with a value of 8px.

Please refer to the example provided for correct appearance and spacing of error messages.

The diagram shows a contact form with the following fields: First name: *, Last name: *, Email address: *, Gender: (Male/Female), Subject: , and a large text area for 'Questions, comments or suggestions'. Below the text area is a CAPTCHA section with the text 'Type the code shown on the right' and a CAPTCHA image showing the word 'GUTAN'. At the bottom is a 'Submit' button. An error message 'Please enter your email address.' is displayed below the 'Email address: *' field, with a red 'x' icon. A bracket points from the text 'Example of the placement' to this error message.

Example of the placement

● *Miscellaneous*

Promotional Tiles & News Handling

Promotional & News tiles may only be placed within allocated areas within the site, such as under the left navigation or within the right panel.



Right Panel Tile

200px in width, variable height with 8px Radius rounded corner and 20px inner padding



Left Navigational Tile

160px in width, variable height with 8px Radius rounded corner and 10px inner padding

● Miscellaneous

Print Page


When content is printed from the site it should always appear in a clear and concise manner.

Printed content should never include navigational elements. This includes left hand navigation, service menus and footers.

- Page width should be reduced to 760px.
- Page elements should not contain background colours.
- Alternating table row colours should be replaced with a pixel border.
- Content within a table should stretch the entire width of the page.
- Printed type should only ever be black (excluding logo).
- Type sizes and styles should not change when printed.
- Important links should be displayed in full.


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Submitted by Muiriosa Brosnan | Customer Care Centre Team Leader

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Flash is replaced by a fall back image

Columns are simplified into one

